

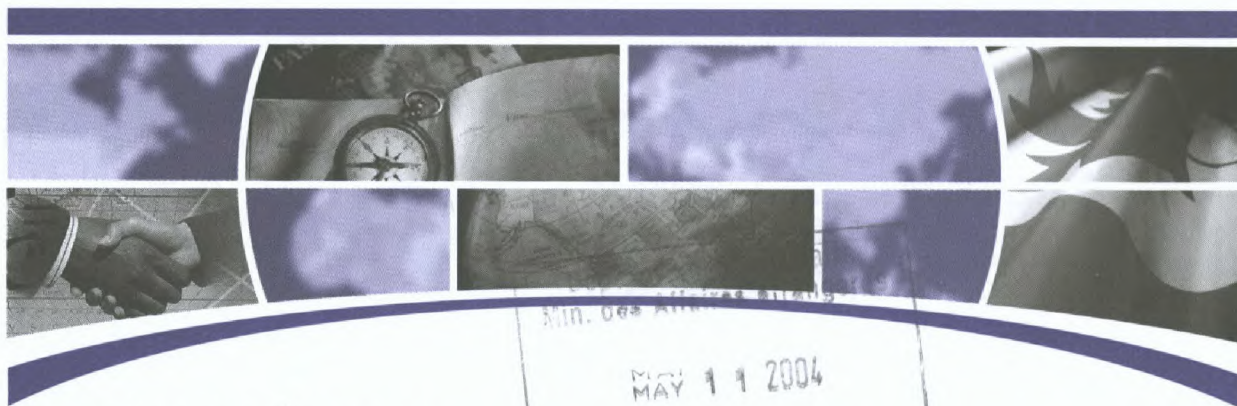
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Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

# CanadaExpo



*A region to discover*

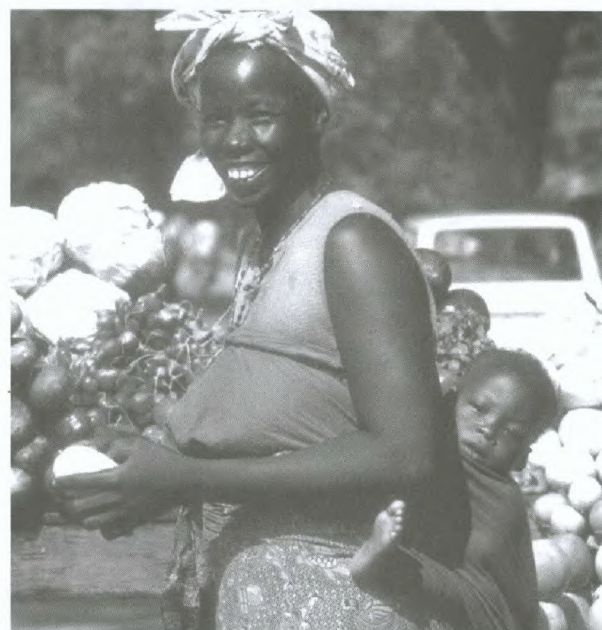
## Spotlight on Francophone West Africa

**F**rancophone West Africa is a market of 70 million inhabitants. With our shared use of the French language and the competitive advantage that this brings over most international players, it is no surprise that Canadian companies have had great success in the region.

With regional integration initiatives like the common market and currency of the West African Economic and Monetary Union—guaranteed by the French government, effectively making it a “hard currency”—as well as a unified business law across many of these Francophone countries, Canadian companies have found it relatively easy to enter these markets and then expand elsewhere within West Africa.

Funding sourced from international financial institutions, such as the World Bank and the African Development Bank (ADB), has allowed Canadian

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*A woman, child in tow, working at her produce stand in Mali—a country known for its people's entrepreneurial spirit.*

Photo: CIDA/ACDI: Pierre St-Jacques

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## Canadian, U.S. aerospace industries connect in Seattle

**A**mid increased demand for networking opportunities with U.S. commercial and military aerospace manufacturers, representatives from aerospace companies across Canada convened in the Emerald City for a partnering mission. Organized by the Canadian Consulate General in Seattle in February 2004, the mission focussed on facilitating contacts between Canadian and local aerospace companies.

The objectives of this mission were to provide the delegation with insight into the Pacific Northwest aerospace industry, and allow participants to explore areas of collaborative work with local companies. Such partnerships are becoming a preferred way of providing goods and services while meeting the changing supply-chain requirements of prime manufacturers, such as Boeing.

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